

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, October 18, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Greg Beck	Champion Real Estate
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Ron Radachy	Oasis of Hollywood
	Mitch O'Farrell	(Ex-officio Member)
	Lee Rierson	Shine America
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Directors Absent	Chris Bonbright	Whitley Court Partners
	Charlie Colletta	HEI, LLC
	Galo Medina	Comprehensive Financial Services
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Monica Yamada, Treasurer	CIM Group, LP
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
Guests	Mark Stephenson (director-elect)	Hollywood UMC
	Joseph D'Amore (director-elect)	Hollywood Commercial
	Stephen Ruda	LAFD
	Emile Mack	LAFD
	David McKenzie	Hollywood Christmas Parade

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:08 p.m.

II. Open Forum

Emile Mack, candidate for city council, introduced himself and discussed his background and experience. He has been with LAFD for 34 years.

David McKenzie presented on the Hollywood Christmas Parade, scheduled for November 25.

LAFD Chief Ruda introduced himself and said he would be happy to meet with business owners. He gave his phone numbers, 818-620-3641 and 213-978-3599 and stated that LAFD would like to be a partner to local businesses.

III. Approval of Minutes

It was moved by **John Tronson**, seconded by **Michael Gargano** and CARRIED to approve the minutes from the Board's September 20, 2012 meeting. Nine in favor; Radachy abstained.

IV. Treasurer's Report

A. Approve Treasurer's Report for September 30, 2012: Morrison reported that property owners are paying their assessments; there is only \$97,000 in outstanding assessments, which is a 3% delinquency. We have \$466,000 cash on hand projected for the end of the year.

It was moved by **John Lyons**, seconded by **Tej Sundher** and CARRIED to approve the Treasurer's Report for September 30, 2012. Unanimously approved with 9 in favor.

V. New Business

A. Update on Millennium project: Gargano presented on the progress of his company's development. He said there have been three major changes to the plan. First, there is more open space now, at approximately 66,000 square feet, or 1/3rd of the site. Second, they have reoriented the plaza on the west side of Vine Street, making it more usable for pedestrians. Lastly, the design has moved forward. The concept is to stack living quarters, optimizing window space, and utilize natural elements such as wood.

B. Candidate Questionnaire for CD 13 aspirants address BID-related issues: Morrison stated that there are currently 19 candidates running for CD13. The Sunset & Vine BID Board had an idea to create a questionnaire to help get to know the candidates, and educate them as to our concerns and issues. Staff will develop and bring back to the board at the November meeting. Candidates must file by November 10, turn in signatures by December 5, and then the primary election will be held on March 5, according to O'Farrell.

VI. Committee/Activity Reports

A. Streetscape

1. Status of Walk of Fame Repair: Besley stated that the construction is currently shut down due to the fire department. Hopefully the issue will be resolved quickly.

2. Tree Replacement initiative: Besley stated that the dead trees around 1600 Vine and the Ficus trees have been removed. We will be helping to replace them, as the city is providing the trees free as long as we water them. We will also be planting trees in front of the new Vine Street garage.

3. Update on Hollywood Blvd. repaving: Motta reported that the plan was to start repaving Hollywood Blvd. between Gower and LaBrea in mid-October, in three phases, on Monday nights. However, it might take six phases now as they are expanding, and the new asphalt is taking longer to cure. Construction will now likely take place in November.

4. Sidewalk liability issues: Besley stated that we have been dealing with a trip and fall lawsuit that happened on Orange Dr. Several other BIDs are experiencing similar issues. There has been discussion in the BID Consortium on creating a broader policy at the city level to indemnify BIDs from lawsuits related to sidewalk liability. Briggs stated that he has attended meetings with the city attorney and that while the issue is not getting better, it's not getting worse either. Power washing the sidewalk does open us up to potential liability, but since it's contracted out and CleanStreet has insurance, the BID is indemnified in those cases.

5. Sharkey's Alley: Mariani stated that this is the one problem alley in the BID currently. He has met with the adjacent property owners and it looks like the alley will be gated. There is also an illegal nightclub operating out of the alley; LAPD is getting involved. Gating the alley should alleviate the trash and other issues in this alley.

6. Chamber-installed holiday lighting: Besley explained that Gubler had asked the BID to consider contributing maintenance costs to leave the holiday lights up year-round. Besley recommended that the board members look at the lights after they're installed, as usually one of the bulbs has to be dimmed in order to deliver power to the twinkle lights. The item was deferred. Besley added that there is an opportunity to apply for a DWP grant for up to \$5,000.

B. Security Committee

1. Night-time BID public safety issues: Morrison stated that the security committee discussed having a BID security presence at night with unarmed guards. Deploying guards at night did not appear to be an effective investment of BID funds, given the intensity of night-time issues and the potential exposure of the security vendor to greater liability. As an alternative, a dedicated post to man the nine HED video surveillance cameras in the LAPD station appeared to be a more desirable alternative. A demo project was proposed for 90 days, Thursday, Friday and Saturday nights, for 13 weeks. The cost would be about \$1700 a week for two men working four hours. Jeff Briggs was available to discuss liability concerns but indicated that this was an appropriate investment of BID resources if there are no guards responding or profiling certain suspects.

It was moved by **Ron Radachy**, seconded by **Greg Beck** and CARRIED to allocate funding, not to exceed \$25,000, from the Security-Contingency and Contingency budget to conduct a three month pilot program to hire trained staff to monitor the LAPD video surveillance camera system, housed at LAPD Hollywood station, that services the HED. Unanimously approved with 9 in favor.

Morrison presented a map of the hot spot of Hollywood Blvd. and Las Palmas Ave., pointing out that all the nightclubs in that area have 47 (restaurant) licenses, but seem to morph into nightclubs as the night progresses. She is considering having a small delegation of board members meet with the property owners in question. Sundher said that the nightclubs need to be managed better. Morrison added that CUP enforcement is the key. Besley said the district attorney's office has hired two additional staff members to deal with code enforcement. It would be desirable for Hollywood to be a candidate for a demonstration project that this new unit may undertake. Stephan said that we need to try and remove the bad elements from the district to make way for responsible operators and higher end venues. Motta pointed out that the renewal process for CUPs is an opportunity to weigh in on the operators. Tronson suggested having staff notify the board of any upcoming CUP renewal hearings, and to post such hearings on the BID website. Tronson, Stephan and Sundher are working as a committee on this issue.

2. Portable Pole Camera: Mariani said the committee is researching the cost of a portable pole camera and a mesh network (secured, wireless network), which is around \$10,000 to \$50,000. It is a costly venture but one he feels could benefit us in the future. The mesh network would allow cameras to be moved easily. The item was tabled.

3. Security RFP: Tronson stated the selection committee is currently going through the process. They received the responses to the RFP and will be reviewing them and narrowing it down to four finalists. The finalists will be interviewed on November 1.

4. Lavan vs. LA – Ninth Circuit Court Ruling: Morrison said the city is asking for an appeal and *en banc* hearing, which means all thirteen judges would hear the case as opposed to three, which is very unusual.

C. Marketing and Communications

1. Visitor Guide 2013: Strecker stated that ad sales have closed for the 2013 guide and it will be printed and distributed in November.

2. Marketing 2013 Priorities Working Group: Strecker stated that a group will be meeting on November 2 to discuss priorities for marketing initiatives for 2013, including a redesign and restructuring of the BID's websites, the possibility of hiring a media relations specialist on retainer, retail recruitment, and event marketing/co-promotions. Besley stated that the STAR working group also recently met and identified data that's the most pressing, the group will now plan to hire a graphic designer to illustrate the data with infographics.

D. Nominating Committee

1. Officer Elections: Morrison said the committee will need to interview candidates for officers, and advised interested directors to contact David Green.

E. Street Closure Advisory Committee

Upcoming proposed events: Morrison spoke about a couple of proposed upcoming street closures including a Linkin Park concert proposed by Hard Rock Café, and a New Years Eve event by the Friends of the Hollywood Freeway Park. Capt. Girmala has voiced concerns over both events. Tronson said that our street closure policy (which was distributed to the board) states that both of these closures would be opposed by the BID. Beck suggested further developing guidelines for these types of events.

It was moved by **John Tronson**, seconded by **Greg Beck** and CARRIED to oppose both proposed street closures. Nine voted in favor.

VII. Old Business

- A. Carr Lawsuit:** Besley has been deposed in the case and will testify on October 16.
- B. Update on Parking Issues in Hollywood:** Morrison referred board members to the chart included in the board packet.

VII. Next Meeting:

The next meeting was scheduled for Thursday, November 15, 2012 at 4 p.m. in Suite 802 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028), followed by the Annual Dinner at Preston's at Loews Hollywood Hotel.

X. Adjournment:

There being no further business the meeting was adjourned by Board President Frank Stephan at 6:03 p.m.